WHAT FOLKS SAY.

Morning Express, Albany, N. Y.

DAUCHY & CO., ADVERTISING AGENTS.—The firm of DAUCHY & CO., dealers in Printers' Goods and Advertising Agents, No. 75 Fulton Street, New York, is one of the most reliable in the country. We have had business transactions with them between three and four years, and have ever found them prompt and accommodating. Every obligation entered into by them has been fulfilled to the strictest letter, and we consider it a duty to thus publicly express our opinion of them. We trust our business relations with them may be continued years to come, and we assure our friends of the Press throughout the country, that they will find it to their interest to have dealings with them.

National Standard, Salem, N. J.

OUR NEW TYPE.—The new type in which the *Standard* appears to-day shows what it is and needs no commendation from us. It was obtained through the well known advertising house of Messrs. DAUCHY & CO., 75 Fulton Street, New York. The Messrs. DAUCHY & CO., are gentlemen with whom it is a pleasure to deal. In fact they generally permit editors to have their own way, and seem to be more desirous of giving the knights of the quill full satisfaction than in driving a good bargain. They do not ask for a monopoly of our columns, but acting upon the principle of "live and let live" they only demand a fair start and equal chance in the race for business. We commend them to those who desire to deal with courteous and accommodating gentlemen.

Evening Post, Hartford, Conn.

A FIRST CLASS AGENCY.—The Advertising Agency of DAUCHY & CO., of New York, is taking a high position in its special line of business, and is daily growing in popularity among advertisers. Enjoying as it does, un-

usual facilities for reaching all parts of the country through the very best mediums, its patrons are daily increasing, and its books show the names of many of the largest and most successful advertisers in the country, who are increasing their business through their connection with this firm. Messrs. D. & Co. are thoroughgoing, reliable and energetic business men, and whatever they undertake to do is accomplished in the most complete manner.

Dispatch, Pittsburg, Pa.

A Reliable Advertising Agency.—Among the most reliable and enterprising of our Eastern Advertising Agencies must be classed the well-known firm of Dauchy & Co., New York, with whom we have had dealings for over a year, and to whose promptitude in meeting their engagements, and many sterling qualities as business men, we take pleasure in bearing the most unequivocal testimony. The firm, during the last year, have advertised largely with the Dispatch, and in all their dealings with us have given us the most unqualified satisfaction, while from the scrupulous care with which they have watched their contracts and their anxiety to have them filled in the manner best calculated to promote the interests of the advertiser, their patrons, we should say, must feel equally well pleased with their manner of doing business. Their house is one we can safely recommend as in every way trustworthy and reliable, and those having business to do through an advertising agency cannot entrust it to safer or better hands.

Daily Union, Lockport, N. Y.

Our Types.—The beautiful new dress in which our paper appears to-day was furnished us by Messrs. Dauchy & Co., of 75 Fulton Street, New York. Our dealings with Messrs. Dauchy & Co. have extended through several years, and they may be regarded among the fairest and most liberal business firms in New York Our patrons will join us in thanking them for careful at-

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Providence Press, Providence, R. I.

Among the publishing craft the Advertising Agency of DAUCHY & Co., 75 Fulton Street, New York, is too well known to need a word of comment from us. We make a note of the fact that they have peculiar and superior facilities for supplying printers' materials of all kinds, and of the BEST kinds, and cheap as the cheapest. We have dealt with the house when it was Cooley & Dauchy, and under its present firm name, and have always found them prompt, reliable, thorough business men and true gentlemen.

Daily Journal, Newark N. J.

A RELIABLE ADVERTISING AGENCY.—Messrs. DAUCHY & Co., newspaper Advertising Agents, 75 Fulton Street, New York, do a larger amount of general business, with better satisfaction to the papers with which they deal, than any other similar agency. At any rate this is our experience in the premises, and we take this opportunity to commend them to the press everywhere as prompt, reliable, intelligent and appreciative Advertising Agents.

Evening Standard, New Bedford, Mass.

ADVERTISING AGENCY.—For several years we have done business with Messrs. DAUCHY & Co., 75 Fulton St., New York, who are extensive dealers in printers' materials, and also are Advertising Agents. We have always found them an honorable firm to deal with, prompt in payment, and upright in their agreements, and New York and other merchants wishing to advertise extensively, will find them reliable agents.

Daily Press, Paterson, N. J.

OUR NEW DRESS.—*The Press* appears to-day in an entire new suit of type from the well-known printers' warehouse and type-foundry of DAUCHY & Co., No. 75 Fulton Street, New York. Our new type is brevier and nonpareil, we having discarded the bourgeoise in which

the body of our paper has hitherto been printed. We flatter ourselves that *The Press* will now compare in typographical beauty with any paper in the country.

Democrat, Carlinville, Ill.

This is our third year doing business with DAUCHY & Co., Advertising Agents, 75 Fulton Street, New York. A personal inspection of their vast establishment, and a personal acquaintance with the Messrs. Dauchy, gives us the opportunity to say they are reliable, clever gentlemen.

Dauchy & Co. are among our heaviest advertisers, running from one to two columns in our paper the year round. We have found them prompt in payment, obliging and courteous in all their dealings, and we take pleasure in commending to our brethren of the craft the advertising firm of Dauchy & Co., as every way worthy of trust and confidence.

City & Country, Nyack & Piermont, N. Y.

ADVERTISING AGENCY.—Among the most reliable and enterprising of our Advertising Agencies is the well-known firm of DAUCHY & Co., New York, with whom we have had dealings for several years, and to whose promptitude in meeting their engagements we take pleasure in bearing the most unequivocal testimony. The firm have advertised largely, during the past two years, with CITY AND COUNTRY, and, in all their dealings with us, have given the most unqualified satisfaction. They are energetic and trustworthy business men, whom we can recommend to our brethren of the press, and to business men generally.

Daily Register, Hudson, N. Y.

ENLARGING THEIR BUSINESS.—We are pleased to notice that Messrs. DAUCHY & Co., of New York, are greatly enlarging their already extensive business. For the past several years we have had large business dealings with their Printers' Warehouse and Advertisement Agency, and it gives us pleasure to testify to their honor, integrity, liberality and fairness in business, and their

uniform courtesy and geniality in social relations. They have hosts of friends in the newspaper fraternity of this State, who will wish them success in their enlarged field of operation.

Reporter, Wathena, Kansas.

NEW TYPE.—Our new type was procured from DAUCHY & Co., Advertising Agents, New York City, on a contract we have with them for advertising, and in justice to them we will say that they are the only advertising firm who ever did for us *more* than they agreed to do.

Democrat, West Troy, N. Y.

The type with which this number of the DEMOCRAT is printed is from the foundry of Messrs. DAUCHY & Co., 75 Fulton Street, New York. Although it is but a short time since these gentlemen began the business of type casting, they have, by the manufacture of the excellent material they furnish, gained a reputation second to no other establishment in the country. We have had dealings with this firm, as Advertising Agents, and otherwise, for several years, and have always found them men of honor, straight-forward and prompt in all business transactions, and true gentlemen in every sense of the word. We cheerfully commend them to the press throughout the country.—*Fulton County Democrat.*

We know our cotemporary speaks the truth of Messrs. DAUCHY & Co., for we have always known them to do just as they agree in all their dealings with us. Their place of business is very pleasantly located, and they always welcome their patrons in the most cordial manner.

Maine Standard, Augusta, Me.

A well-conducted Advertising Agency is that of DAUCHY & Co., 75 Fulton Street, New York. The gentlemen composing the firm are enterprising and industrious, and in all our dealings with them we have found them prompt and reliable—two of the very best qualities in their line of business.

Chronicle, Marion, Ind.

During the past two years we have received near $200 00 worth of wood type from the Advertising Agency

of DAUCHY & Co., New York City. We have invariably found this Company fair and honorable in business transactions. Should any of our citizens desire to extensively advertise any business, we doubt not that they will find Messrs. DAUCHY & Co. an advantageous agency through which to do it.

Democrat, Boone, Iowa.

If there is one advertising agency that we can recommend to our brethren of the quill, it is the firm of DAUCHY & Co., 75 Fulton Street, New York. We have found them to be a safe and reliable firm, besides being accommodating, which is more than we can say of some other New York advertising agencies. They are at present the only authorized agents for the *Democrat* in New York City, we having canceled our contracts with other firms.

Press, Portland, Me.

ADVERTISING AGENTS.—In looking over our list of exchanges we notice that Messrs. DAUCHY & Co., Advertising Agents, at No. 75 Fulton Street, New York, are greatly extending their business connections with New England newspapers. We have dealt with this firm for a number of years, with satisfactory results to ourselves. They have fulfilled their contracts with us in a very liberal spirit.

Daily Herald, Rutland Vt.

ADVERTISING AGENCY.—We have done business with Messrs. DAUCHY & Co., Advertising Agents, 75 Fulton St., New York, for several years, and have always found them reliable and prompt in their payments. We can recommend the agency to our brethren of the press.

Gazette, Eddyville, Iowa.

We are under renewed obligations to Messrs. DAUCHY & Co., of New York, for favors shown us the past week. This is one of the oldest and most reliable advertising firms in the United States, and we cordially recommend

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Star and Sentinel, Gettysburg, Pa.

TO THE CRAFT.—Having had dealings for several years with Messrs. DAUCHY & Co., 75 Fulton Street, New York, Advertising Agents and Dealers in Type, Printing Materials, &c., and having found them to deal liberally and fairly, we cordially commend the firm to the craft as a reliable one, who have uniformly and promptly met their engagements.

Hoosac Valley News, North Adams, Mass.

We learn that Messrs. DAUCHY & Co., the enterprising and successful Advertising Agents of New York, are about enlarging their already extensive business. This means "prosperity," and we are glad to know of it. This firm has always been characterized by fair, prompt, and gentlemanly dealing, and our business relations with them have been of the most pleasant nature.

Meriden Literary Recorder, Meriden, Conn.

Having had considerable business intercourse with DAUCHY & Co., Printers' Warehouse and Advertising Agency, 75 Fulton Street, New York, we have no hesitancy in recommending them to such of our brethren of the press as may have occasion to deal with them. We have always found them prompt, accommodating, and just in all their dealings.

Flag and Advertiser, Jonesboro', Tenn.

OUR NEW TYPOGRAPHICAL DRESS.—We come out this week with our new brevier dress. It is a most beautiful, clear and readable type, and was furnished us by the excellent Advertising Agency firm of of DAUCHY & Co., No. 75 Fulton Street, New York. We take great pleasure in recommending these courteous gentlemen to the patronage of all newspaper publishers. Try them, brethren of the Press.

Scioto Gazette, Chillicothe, Ohio.

We have had numerous transactions with DAUCHY & Co., 75 Fulton Street, New York, who are extensively

engaged in the Advertising Agency and Printers' Warehouse business. We have always found them prompt, fair, skilled in their business, and we take pleasure in offering our testimony in their favor. In every respect trustworthy, we do not hesitate to commend DAUCHY & Co. to the trade.

Independent, Aurora, Ind.

Of the many advertising firms throughout the country that of Messrs. DAUCHY & Co., 75 Fulton St., N.Y., stands pre-eminent for liberality, promptness, and reliability, and we take great pleasure in recommending them to our brethren of the press. We have been transacting business with this firm for nearly two years, and have in all transactions found them straightforward, carrying out their agreements to the very letter, an unusual thing with advertising agencies, and especially those of New York city. Messrs. D. & Co. have our best wishes for success. Long may they wave.

Standard, Hillsdale, Mich.

We would recommend to our brethren of the press, and to the public generally, the firm of DAUCHY & Co., New York, dealers in printing material, and Advertising Agents. Our experience with them has been of the most pleasant character, and their past transactions, so far as we are acquainted with them, guarantee uniform, fair and honorable dealing in the future.

Orleans Republican, Albion, N. Y.

DAUCHY & Co.—There are many very honorable and reliable firms doing business in our large cities as "Advertising Agents," one of the most prominent of which is that of DAUCHY & Co., of New York, with whom this establishment has had business transactions for a period covering many years. The members of the firm are men of energy, liberality and probity in their dealings, and as always prompt, obliging, and courteous gentlemen, they have not their superiors among our business correspondents.

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SHINING SHORE.

It would be a labor of love to write a complete biography of the many thousands who have won large fame and fortune in a judicious use of the Press. Their name is legion. But the limits of this little manual permit only a glance. The patent medicine men, though other classes have done just as well, stand prominently forth.

Mr. James Swaim, of Philadelphia, died a few years since, leaving his heirs a million or more, from the sales of his famous Panacea. He began life poor, for a long time working as journeyman bookbinder in his native city. Some sort of an eruption on the leg had made him a cripple. His medical discovery was accidental. The story goes that as he was one day running over the pages of a book he was binding his eye fell on a recipe for making something that would cure scrofula, and other like diseases. He copied the prescription, bought the ingredients of a neighboring apothecary, mixed them together, and took the compound for the sore leg—and in time was healed. He gave it to others having troubles similar to his own, and found it equally efficacious with them. This gave him the hint. He made more, christened it "Swaim's Panacea," and went to advertising. In a short time he was obliged to relinquish bookbinding and give himself wholly to the medicine. Sales increased, and he increased his advertising as the money came in. Probably no article in that day was more widely made

known. The result we have indicated. Many beautiful dwellings in the Quaker City, erected by him, are monuments honorable to his memory. Swaim's Panacea built them.

Doctor Jayne was another millionaire of Philadelphia, not long ago deceased. We have little data for a sketch of his early life, except that he also was known, in the matter of property, to be almost too poor to give a note. No business venture could well have made him worse off. He had energy, however, and instead of sitting down and bewailing his state he put his wits to work and went in for something better. Being a physician, he naturally looked to physic for relief. In due time he brought out what he called a round of family medicines—which means, we believe, something for pretty much everything There was Sanative Pills, and Carminative Balsam, and Worm Medicine, and Expectorant, &c., &c. Doubtless there was merit in his preparations. His sales were slow, and for a long time greatly discouraging. It was hard to pay advertising bills. Sometimes he would almost have taken his own medicines, if he had not been a doctor. But time, that mends all, helped him. Trade grew, and at length success was assured. Afterward fortune came with a rush. His pile exceeded three millions. The finest private residence in the city is the exquisite marble mansion built for him near the Schuylkill bridge.

It may be thirty years ago that Dr. Brandreth made his debut in New York as a vender of pills. It was alleged at the time that he procured his recipe from an old man who either came over with him in the ship from England, or whom he

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became acquainted with in New York. It makes no difference which. When he first started in Hudson street, being too poor to advertise, he peddled his pills by the box through the street and acquired a sum sufficient to put a short advertisement in the *Sun*. As the pills began to sell he increased the manufacture and established agencies, in all cases leaving them with booksellers, never allowing druggists to sell them as his agents. After a while he found the druggists were selling more than he was manufacturing, and investigation proved that they were an imitation article. This gave him a good chance to caution the public against counterfeits. In time he opened a central office in Broadway, above Warren street, which for a long time remained his principal office. At length he made terms with the druggists, and the pills became a regular article on the price list of wholesale houses. We have no means of estimating his wealth. The Brandreth House, corner of Broadway and Canal street, is owned by him, and much other property in this city.

Doctor J. C. Ayer, of Lowell, started in life as pretty nearly every boy in the country who has amounted to much started, that is without friend or fortune to help. He had vim, which was better. Making good use of the common schools of his native State, Connecticut, he in due time graduated from the Medical University at Philadelphia a regularly-trained M. D. The preparations which have made his name a household word the world over, were the result of his chemical studies and reflection after he became a physician. The numerous and difficult experiments that were made in bringing his medicines

to perfection need not be described. He commenced their sale in Lowell, where he had decided to locate, and himself visited the neighboring towns to work them off. The prejudice against proprietary medicines was then stronger than now, and the profession was particularly down upon him. Adding this to the inevitable pecuniary troubles, and a man of less energy would have let the union slide. It had the contrary effect on him. He satisfied the doctors that his compounds were eminently rational and scientific, and by multiplying his advertising contracts he instructed the public also. But there was the universal exigency, into which all must be baptized. Month after month of doubt and anxiety supervened. Sometimes he was confident, and sometimes he—would die or succeed. Of course with this persistence it was but a question of time, and time at length brought its reward. The point was reached where income met expense and had something to spare. This was the golden gate. Since then the paradise of fortune has been his commons. Cherry Pectoral, &c., are with the trade as Bank of England notes. He has become a heavy stockholder in several of the Lowell and Lawrence mills. On the conclusion of the war he bought two large sea-island cotton plantations in South Carolina, and is netting fabulous results from them. His success in gold mining operations has been immense. And add to this that he is a large owner in the New York *Tribune*, and some idea can be had of what enterprise and advertising, well directed, will accomplish this side of fifty.

Doctor Osgood, of Norwich, had a kindred experience. When he began his India Cholagogue,

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some twenty-five years ago, his entire worldly possessions could not have satisfied a Welshman's expectations. He had a little room adjoining the office of the old *Courier*—on a first floor 'down the chimney.' In that attic resort he spent his days, and some of his nights, working up his medicine and planning a campaign. First a demijohn was used in compounding, and then a barrel, and so on. Little money, little credit, for who will lend on an enthusiast's dreams? We knew his conflicts well, and many was the time when it seemed the end of the world had come, and no mistake. Nothing could be done without advertising, and advertising bills had to be paid. To describe the anxiety and heartache, and sometimes actual despair, which attended his labors, might add to the pathos of our narrative, but it could in no wise add to its truth. But pluck prevailed. In a few years he set up a drug store on Shetucket street. In a year or two after, so successful had his Cholagogue become, he removed to Commerce street and established one of the largest wholesale drug and chemical houses in Connecticut. Next he purchased the buildings adjoining, and enlarged again. Then he dipped into other real estate operations, and made money every time. Afterward he bought one of the most splendid private residences in the city, in which he yet lives. And so on from that day to the present. His income from store and stocks—bank and government and railroad—is set down at a hundred thousand a year, while Cholagogue brings in as much more. He said, God willing, I'll win. And the will did it.

Donald Kennedy, proprietor of the Great Medical Discovery, drives to Boston to-day in an equi-

page of luxury which once did not so much as enter into his dreams. His impecuniosity at the start was so extreme that he was obliged to buy alcohol by the gallon and jug it home with his own hands, and other ingredients in like manner The world had not discovered that he had made a Discovery. But when the newspapers told the story, and by persistently telling made the great public believe it, old things passed away. The battle of life, so far as it can be represented in material wealth, was fought and won. A mint of money is his Great Medical Discovery. Advertising made it known, continued publicity made it pay. The 'improvement' is obvious.

Perry Davis' Pain Killer rose from nothing to something in the same way. Its beginning was infinitesimal to a ludicrous degree. Desiring to attend some county or other fair in a neighboring town, and finding his exchequer unequal to the charge, he was compelled to arrange with the ticket-master for the round trip and pay on return. The sales did it. And thence on. It was a wearisome labor, but the bright day at length came with its glory. Fame brought fortune.

Among the yet more recent successes (and we by no means intend to exhaust the list, but simply to indicate fair examples of advertising foresight) stands Doctor Joseph Walker, of Vinegar Bitters notoriety. He says he began by putting up his Bitters in jugs, junk bottles, and whatever else he could buy cheapest, and peddled them from a basket on his arm through the streets of San Francisco, California; this was in 1865. In a small way he commenced to advertise, which was the largest way his means would permit. The

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first, and second, and third year passed, and no money had come to his locker, to stay, though his Bitters were perceptibly growing in reputation. The fourth year it was "nip and tuck" between expenses and income. At this juncture Messrs. R. H. McDonald & Co., the oldest drug house on the Pacific Coast, and famous for their advertising habit, became the Doctor's general agents, and pushed the business greatly. Removing to New York, as a more desirable place for head-quarters, they began to advertise largely in the country press of the States, omitting only the more expensive journals of the great cities. At one time the ledger showed a balance of forty thousand dollars in gold on the wrong side; but undoubting faith in persistent advertising nerved them to the work, until the narrow seas were passed. Their sales are now immense, sometimes exceeding one hundred thousand dollars per month. The days of anxiety gone; a wealth, which might well have astonished the fathers, is coming in full tide upon them, and the unsolicited letters which they daily receive from those who cannot feel too grateful for the wonders the Bitters have worked for them, must give the satisfaction that they are dispensing a universal blessing. Good things, well handled and advertised, bring about just such results.

We are drawing on patent medicine adventures for our illustrations, but other departments of activity are equally prolific. Turn which way we may, the same lessons instruct us. The Merriams, of Springfield, have secured a fortune and renown on Webster's Dictionary which might satisfy a princely ambition. The Dictionary itself is doubtless the best in the language, but in-

vish advertising only has made its success so universal. Scarce a paper of any pretension in the land but advises, in every issue, that you 'Get the Best.' Its publishers early learnt the secret which indeed could never have been much of a secret to their penetrating minds; for pray what should sensible men do, who have any thing to sell, but tell people of it, and ask them to buy? The question answers itself.

In the newspaper line, the *Scientific American* is another case in point. Many people would say that of all money foolishly spent, that spent in advertising a newspaper would be most obviously thrown away. The circulation of the *Scientific American* is about fifty thousand per week, every copy of which is an advertisement of itself: what need then, many might plausibly ask, of otherwise seeking notoriety? The fact stands that its experienced publishers spend many thousands annually in making known its merits through the advertising columns of the country press; and to say that they would not do this if it did not pay, would be saying what must be self-evident. And if such a course be necessary to the highest success of a newspaper, which so largely advertises itself, pray what business under the sun, that has to do with the great public, can dispense with it?

Bonner is known to every body. Look at his *Ledger*, and reflect on the eminent writers who have contributed to its immense growth. Henry Ward Beecher, and Mr. Greeley, and ever-so-many college Presidents, and Dexter and Fanny Fern, and Emerson Bennet, and Pocahontas, and Mrs. Southworth, and Parton, and Prentice, and Lady Palmer, and Saxe, and Sylva-

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nus Cobb, and Peerless, and Phœbe Carey, and Abbott, and Flatbush Maid, and Bancroft, and Bayard Taylor, and Lantern—which is as far as we can see, but for more get next week's *Ledger*. And yet what is it that all these have done for that paper? Its success comes from advertising. Over fifty thousand dollars have been paid in bills of a single week. The assessors have him down an annual income of two hundred thousand dollars. Twenty years ago he was a poor printer and member of Dr. Hawes' church in Hartford.

The Subscription Book Publishers furnish one of the best illustrations of the effective and wide-spread influence of these lists. Many of them commenced business with little or no capital, and by hard work and persistent advertising have become rich; some have sold from fifty to eighty thousand copies of one book. The Houses that have advertised the most extensively and *followed it up through dull seasons as well as busy seasons*, have met with the greatest success.

The Great American Tea Company is another illustration. They are among the largest and most successful advertisers. One would suppose that it would not pay to advertise all over the country, an article like Tea, that is sold by every country store; but, their facilities in importing by the cargo, are such, that they can afford to sell their goods lower than any retail dealer, and they have let people know it. The result is, that they have built up an enormous business, and as they continue to advertise largely, their business is constantly on the increase. The secret of their success is, in keeping the fact before the public

of where they can save their money in buying their Teas and Coffees.

The American (Waltham) Watch, what has made it by all odds the most popular watch on the market, as well as the most profitable? To say that it is an article of great intrinsic merit, is to say what is equally true of other watches. The trade understand this. Yet the Waltham watch is unmistakably the best selling. And this is because it is the best known. Its agents are active men; they believe in notoriety; they advertise largely, every where and persistently. They know no other secret.

Colgate's Toilet Soaps attained to a popularity and success by means of advertising, which would have required an ordinary lifetime to gain under the old system of things.

The putting of our various government loans on the market successfully has been an astonishment to foreign nations. Jay Cooke took the affairs in hand, and by dint of extraordinary advertising more than any thing else, though good sense must always be understood, he did the work—quicker and at a cheaper rate than any government loan had ever been made before, notwithstanding the immense sums paid to printers. The financial world never witnessed such a thing under the old method. Advertising won.

Consider what the Sewing Machine people are at in the newspapers. Advertising is their vital breath. Ditto of the Pianoforte makers. The Gorham Company's Sterling Silver and Plated Ware is another illustration. Barnum says Printer's Ink made his pile. And so we might go on, wearying ourself and the reader

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as well. Many thousands could be mentioned who can count their hundred f thousands, all made by judicious, systematic and persistent advertising. The principles and reasonings herein presented hold good in all branches of business. Some of our illustrations may be humorous, but they are all supported by indisputable FACTS, so that there can be no longer any doubt that judicious advertising pays. Now-a-days a new business may be opened, and in a short time enjoy as large a patronage as any other establishment through discreet and liberal advertising. Circulars and handbills are useful in their way, but are far more expensive than an attractive advertisement in the columns of a largely circulated journal. Not one man in a thousand who believes in the policy of advertising, fails of success, while there are hundreds who never succeed at all, merely because they have not the pluck to spend a portion of their profits in making known to purchasers their whereabouts, and what they have to sell. Prompt and frequent announcements are read, and when the reader's eye glances over a notice of something that he or she wants, it is natural to suppose that the advertiser will receive the first call. The occasional insertion of an advertisement brings far less return in proportion to the cost, than one which appears continuously, for it usually happens that you can't find it when you come to look for it. A systematic and judicious course of advertising is bound to win.

Now read on, and learn how to do it.

HOW TO ADVERTISE.

An advertiser of very large experience writes to us as follows, on the comparative value of city and country advertising, and his way of doing the thing generally:

CITY AND COUNTRY.

"I don't know that I can answer your inquiry 'in a few words,' but will try. Advertising in the large city journals undoubtedly pays, but it pays best when an article has become well established. Till then the money will be better spent on country circulation. It works in this way. I advertise, for instance, in a New York city paper. A copy is taken up at a fireside in the interior. The housewife looks it over till her eye alights on my advertisement. 'There,' she says, 'that's just what I want.' She turns the sheet to see where it is from, and lays it down saying she can't send out of the world for any thing. She takes up the village paper and sees the same. 'I'll go straight down to Brown's and get it: he's our merchant.' A sale is effected. That's the way of it. From the outskirt to the centre, from the bottom up. The country must give you the certificate. When your name is made, advertise as you please; you can't go amiss.

"It is the same when the article advertised is not kept on sale throughout the country, but has to be sent to the manufacturer for, perhaps a thousand miles away. The local advertising gives it local endorsement, for the people read and believe their own papers, advertisements

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and all. The mails and expresses receive money and return goods with certainty and ease. Tons of light wares go through the mails every day, with safety and at nominal cost. Watches, jewelry, laces, gloves, books, medicines, seeds, &c., &c., are so transported.

THE LITTLE FARM.

"One thing more. Don't spread yourself too much. I mean, don't advertise all over creation at the outset. Select some one State or more to begin upon; and when you have decided where to start, take up Crockett's advice and go ahead. Cover the ground, and keep it covered. Avail yourself of every possible medium of advertising, and stick to it. Fits and starts will be likely to kill. Stick to it! If 'the woman who hesitates is lost,' so is he who falters in an advertising career. I speak for those who mean business. Then, when your persistency begins to be rewarded by satisfactory Returns, consider what additional territory you will subdue. You are master of the situation, and can do what you please. If you wish to stop where you are, moderate attention will take care of your business; if ambition demands more, take further territory and 'occupy' it. Your receipts from the soil already under cultivation will meet the charges. And so on to the end of the chapter.

BRIEF CONCLUSION.

"This answers your inquiry. First, begin with the country press and work in to the cities; Second, what you undertake, do thoroughly, and keep doing it. If this experience shall benefit anybody, very well. I paid handsomely for it. A true bill."

TO ADVERTISERS.

The attention of Merchants, Manufacturers, Druggists, Inventors, and others, who desire to give wide publicity to their business, is respectfully invited to our plan of

UNIVERSAL
BUT CHEAP
ADVERTISING.

We offer the columns of

Two Hundred Papers in New York,

One Hundred and Fifty Papers in New England,

Two Hundred Papers in Middle States,

One Hundred and Eighty Papers in Southern States,

comprising both Dailies and Weeklies, and

A DOUBLE LIST of
FOUR HUNDRED PAPERS
In the Western States,

all selected with care, at

LESS THAN ONE-THIRD
PUBLISHERS' RATES.

Our ABILITY to do this arises from the circumstance, First, that we contract with each paper for one, two or three COLUMNS, or whatever SPACE we wish; Second, that we contract for it BY THE YEAR, and so arrive at THE LOWEST POSSIBLE FIGURES for a BASIS; but Thirdly, AND CHIEFLY, to the fact that we are largely engaged in the MANUFACTURE of PRINTERS' TYPE and MATERIAL with which

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New York,
Papers in New

Middle States,
Papers in South-

Weeklies, and

PAPERS
Western States,

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DAUCHY & CO.

we can usually pay publishers' bills. The profit made on the sale of goods is about all that is asked for our labor and responsibility. Advertisers, occupying little room and that transiently, HAVE THEREFORE THE BENEFIT OF A WHOLESALE YEARLY PURCHASE OF SPACE, without incurring any of the labor or risks of its success. An illustration shows the advantage of our method of advertising. The charges for four lines one month in

Twenty Dailies at six cts. a line.....	$115.20
One Hundred Eighty Weeklies, at six cts..	172.80
Total for four lines one month.....	$287.00

To do precisely this advertising, we charge Sixty Dollars.

OUR LISTS COMPRISE

nearly all the best Papers in the sections mentioned, and must, consequently give the widest notoriety to business that is POSSIBLE for the same amount of money. Complete files are kept at the office, which are at all times open to inspection.

Patrons and all interested are invited to call and examine the Record Books of our office, in which the insertion of every advertisement in each paper designated is faithfully and most accurately noted. The complete and prompt fulfilment of every engagement can be instantly verified.

We have no dealings with OUTSIDES and INSIDES, (papers that print but one-half of their sheet at home.)

Advertisers should note this fact, that no Publisher will print his paper on these terms, whose

circulation is sufficient to support him on any other, and, as the circulation is the one criterion of the value of an advertising sheet, they will see the great advantage secured by the use of our lists, from which all such second-hand mediums are excluded.

If any paper on our lists shall adopt the Outside or Inside plan, its place will be immediately filled by a straight paper.

ON THE SQUARE.

A 'Square' in advertising parlance has a very wide construction, and is sometimes more and sometimes less —generally less. An inch is more than a square, but never more than an inch. It takes twelve lines of nonpareil, or fourteen lines of agate type to make an inch, and that is the recognized standard measure, especially with the extensive advertising agencies of the metropolitan cities. Messrs. DAUCHY & Co., the well-known advertising agents, cause to be made and presented to their patrons a neat ivory folding rule of six inches, with the lines of agate and nonpareil spaced off in every inch. The "square" system of advertising is obsolete, and, while we propose to do business "on the square," we shall take advertisements by the inch, and then our patrons will know just what they are paying for.—*Rochester (N. Y.) Times.*

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Rates for SINGLE STATES, see pp. 66 and 67.

ADVERTISING RATES.

4 Lines every issue daily and weekly...	$60.00
5 Lines every issue daily and weekly...	71.25
6 Lines every issue daily and weekly...	82.50
7 Lines every issue daily and weekly...	93.75
8 Lines every issue daily and weekly...	105.00
9 Lines every issue daily and weekly...	116.25
10 Lines every issue daily and weekly...	127.50
11 Lines every issue daily and weekly...	138.75
12 Lines every issue daily and weekly...	150.00
13 Lines every issue daily and weekly...	161.00
14 Lines every issue daily and weekly...	172.00
15 Lines every issue daily and weekly...	183.00
16 Lines every issue daily and weekly...	194.00
17 Lines every issue daily and weekly...	205.00
18 Lines every issue daily and weekly...	216.00
19 Lines every issue daily and weekly...	227.00
20 Lines every issue daily and weekly...	238.00
25 Lines every issue daily and weekly...	290.50
30 Lines every issue daily and weekly...	343.00

And Ten Dollars for each additional line.

The rates given are for Four Weeks' Advertising in any one of the lists, except the Great Western List, which, having double the number of papers of any other list, is double in price.

DISCOUNTS

will be made from the above rates where an advertisement is continued more than four weeks, or inserted in more than one list at a time.

Prices will be given upon application, for any papers selected from the lists.

Four weeks' advertising constitutes one month; eight weeks, two months; and twelve weeks, three months.

Some changes will of necessity be made, from time to time, in the lists, but the full number of papers will surely be maintained.

DAUCHY & CO'S

NEW YORK STATE LIST,

Comprising 200 Daily and Weekly Newspapers.

EXPRESS—Daily	ALBANY
NEWS—Daily	AUBURN
REPUBLICAN—Daily	BINGHAMTON
GAZETTE—Daily	ELMIRA
REGISTER—Daily	HUDSON
STAR—Daily	"
JOURNAL—Daily	ITHACA
DEMOCRAT—Daily	JAMESTOWN
JOURNAL—Daily	LOCKPORT
UNION—Daily	"
REVIEW—Daily	LONG ISLAND CITY
PRESS—Daily	MIDDLETOWN
TELEGRAPH—Daily	NEWBURGH
JOURNAL—Daily	OGDENSBURG
PALLADIUM—Daily	OSWEGO
PRESS—Daily	POUGHKEEPSIE
EAGLE—Daily	"
FREEMAN—Daily	RONDOUT
EXPRESS—Daily	ROCHESTER
UNION—Daily	SCHENECTADY
STANDARD—Daily	SYRACUSE
WHIG—Daily	TROY
TIMES—Daily	WATERTOWN

CO'S

ATE LIST,

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.....ALBANY
.....AUBURN
.....BINGHAMTON
.....ELMIRA
.....HUDSON
..... "
.....ITHACA
.....JAMESTOWN
.....LOCKPORT
..... "
LONG ISLAND CITY
....MIDDLETOWN
..... NEWBURGH
.....OGDENSBURG
.....OSWEGO
....POUGHKEEPSIE
.... "
.....RONDOUT
.....ROCHESTER
.....SCHENECTADY
.....SYRACUSE
.....TROY
.....WATERTOWN

NEW YORK STATE LIST.

ADVERTISER.....ADDISON
AMERICAN.....ALBION
REPUBLICAN..... "
RECORDER.....ALFRED CENTRE
DEMOCRAT.....AMSTERDAM
ADVERTISER.....ANDOVER

REPORTER.....BELMONT
JOURNAL..... BALLSTON
REVIEW..... BAINBRIDGE
REPUBLICAN..... "
GAZETTE.....BALDWINSVILLE
ADVOCATE..... BATAVIA
REPUBLICAN.....BINGHAMTON
STANDARD—Semi-Weekly..... "
LEADER..... "
TIMES..... "
REPUBLIC.....BROCKPORT
DEMOCRAT..... "
STANDARD.....BREWSTERS

MONITOR.....CARMEL
JOURNAL.....CAMDEN
RADII.....CANAJOHARIE
PLAINDEALER.....CANTON
EXAMINER.....CATSKILL
REPUBLICAN..... CAZENOVIA
COURIER.....CLINTON
TIMES.....CLYDE
INDEX..... COBLESKILL
DEMOCRAT.....COHOES
STANDARD.....CORTLAND
REPUBLICAN.....COOPERSTOWN
ADVERTISER.....CANASERAGA
PRESS.....CLEVELAND

NEW YORK STATE LIST.

REPUBLICAN.....CARTHAGE
GAZETTE.....CHERRY VALLEY
NEWS.....COXSACKIE

COURIER.....DEPOSIT
EXPRESS.....DANSVILLE
ADVERTISER..... "
GAZETTE.....DELHI
REPUBLICAN..... "
EXPRESS..... "
RECORD.....DUNDEE
NEW ERA.....DE RUYTER

POST .... ELIZABETHTOWN
GAZETTE.....ELMIRA

GAZETTE.....FORT EDWARD
JOURNAL.....FISHKILL
STANDARD.....FISHKILL LANDING
DEMOCRAT.....FONDA
REGISTER.....FORT PLAIN
REGISTER.....FRANKLIN
REPUBLICAN.....FULTONVILLE
PATRIOT AND GAZETTE.....FULTON

FREE PRESS.....GENESEE
COURIER.....GENEVA
GAZETTE..... "
GAZETTE.....GLEN COVE
INTELLIGENCER.....GLOVERSVILLE
DEMOCRAT.....GOSHEN
TIMES.....GREENPORT
JOURNAL.....GREENWICH
REPUBLICAN.....GENESEO

REPUBLICAN.....HAMILTON

ATE LIST.

.....CARTHAGE
...CHERRY VALLEY
.....COXSACKIE

.....DEPOSIT
.....DANSVILLE
..... "
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.....DE RUYTER

..ELIZABETHTOWN
.....ELMIRA

.....FORT EDWARD
.....FISHKILL
FISHKILL LANDING
.....FONDA
.....FORT PLAIN
.....FRANKLIN
.....FULTONVILLE
.....FULTON

.....GENESEE
.....GENEVA
..... "
.....GLEN COVE
.....GLOVERSVILLE
.....GOSHEN
.....GREENPORT
.....GREENWICH
.....GENESEO

.....HAMILTON

NEW YORK STATE LIST.

VOLUNTEER.....HAMILTON
JOURNAL.....HAVANA
ENTERPRISE.....HAVANA
MESSENGER.....HAVERSTRAW
DEMOCRAT.....HERKIMER
REPUBLICAN.....HOMER
TIMES.....HORNELLSVILLE
TRIBUNE..... "
TRIBUNE—**Tri-Weekly**..... "
REPUBLICAN.....HUDSON
GAZETTE..... "
STAR..... "
FREE PRESS.....HORSEHEADS

ITHACAN.....ITHACA
JOURNAL..... "

DEMOCRAT.....JAMESTOWN
DEMOCRAT.....JOHNSTOWN
REPUBLICAN..... "

REPUBLICAN.....KEESEVILLE
ARGUS.....KINGSTON
JOURNAL..... "

GAZETTE.....LANSINGBURGH
REPUBLICAN.....LITTLE VALLEY
GLEANER.....LISLE
DEMOCRAT.....LOCKPORT
JOURNAL..... "
PIONIER..... "
DEMOCRAT.....LOWVILLE
PRESS.....LYONS
REPUBLICAN..... "
PRESS.....LONG ISLAND CITY

NEW YORK STATE LIST.

SENTINEL ..... MAYVILLE
NEWS ..... "
PALLADIUM ..... MALONE
TRIBUNE ..... MEDINA
NEW YORKER ..... MORRISANIA
UNION ..... "
MERCURY ..... MIDDLETOWN
PRESS ..... "

TELEGRAPH ..... NEWBURGH
INDEPENDENT ..... NEW PALTZ
GAZETTE ..... NIAGARA FALLS
TELEGRAPH ..... NORWICH
UNION ..... "
JOURNAL ..... NYACK
CITY AND COUNTRY ..... "
JOURNAL ..... NEW YORK

LIBERAL ..... ONEONTA
REPUBLICAN ..... OGDENSBURG
TIMES—Semi-Weekly ..... OLEAN
UNION ..... ONEIDA
DISPATCH ..... "
TIMES ..... OTEGO
PALLADIUM ..... OSWEGO
INDEPENDENT ..... OVID

TIMES ..... PAINTED POST
DEMOCRAT ..... PEEKSKILL
MESSENGER ..... "
DEMOCRAT ..... PENN YANN
EXPRESS ..... "
CHRONICLE ..... "
SENTINEL ..... PLATTSBURGH
UNION ..... PORT JERVIS

TATE LIST.

.....MAYVILLE
..... "
.....MALONE
.....MEDINA
.....MORRISANIA
..... "
.....MIDDLETOWN
..... "

.....NEWBURGH
.....NEW PALTZ
.....NIAGARA FALLS
.....NORWICH
..... "
.....NYACK
..... "
.....NEW YORK

.....ONEONTA
.....OGDENSBURG
.....OLEAN
.....ONEIDA
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.....OTEGO
.....OSWEGO
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.....PAINTED POST
.....PEEKSKILL
..... "
.....PENN YANN
..... "
..... "
.....PLATTSBURGH
.....PORT JERVIS

NEW YORK STATE LIST.

CITIZEN.....PHELPS
PIONEER.....PAWLING
SUN.....PERRY
NEWS.....PRATTSBURG
JOURNAL.....PORT CHESTER
COURIER AND FREEMAN.....POTSDAM
EAGLE.....POUGHKEEPSIE
DEMOCRAT.....PULASKI

GAZETTE.....RHINEBECK
EXPRESS—Tri-Weekly.....ROCHESTER
OBSERVER.....ROCKVILLE CENTRE
COURIER.....RONDOUT
FREEMAN..... "
MERCURY.....RICHFIELD SPRINGS
DEMOCRAT.....RICHMONDVILLE

UNION.....SCHENECTADY
GAZETTE.....SHARON SPRINGS
LEADER.....STAPLETON
DEMOCRAT.....SAGEVILLE
CORRECTOR.....SAG HARBOR
EXPRESS..... "
PRESS.....SALEM
SENTINEL.....SARATOGA
NEWS.....SCHUYLERVILLE
MONITOR.....SCHENEVUS
COURIER.....SENECA FALLS
NEWS.....SHERBURNE
JOURNAL.....SUSPENSION BRIDGE
MASONIC TIDINGS..... " "

ARGUS.....TARRYTOWN
WHIG.....TROY

NEW YORK STATE LIST.

HOME AND ABROAD.....UNADILLA
NEWS.....UNION

HERALD.....WALDEN
CHRONICLE.....WALTON
REFORMER.....WATERTOWN
TIMES.....WATERVILLE
CHRONICLE.....WAPPINGERS FALLS
WESTERN NEW YORKER.....WARSAW
DEMOCRAT.....WATKINS
SENTINEL.....WEEDSPORT
DEMOCRAT.....WELLSVILLE
TIMES..... "
JOURNAL.....WELLS
REPUBLICAN.....WESTFIELD
DEMOCRAT.....WEST TROY
TIMES.....WHITEHALL
NEWS.....WHITE PLAINS
ADVOCATE.....WEST NEW BRIGHTON

STATESMAN.....YONKERS

TATE LIST.

.....UNADILLA
.....UNION

.....WALDEN
.....WALTON
.....WATERTOWN
.....WATERVILLE
VAPPINGERS FALLS
.....WARSAW
.....WATKINS
.....WEEDSPORT
.....WELLSVILLE
..... "
.....WELLS
.....WESTFIELD
.....WEST TROY
.....WHITEHALL
.....WHITE PLAINS
EST NEW BRIGHTON

.....YONKERS

DAUCHY & CO'S

NEW ENGLAND LIST,

Comprising 150 Daily and Weekly Newspapers.

JOURNAL—Daily.....AUGUSTA, Me.
COMMERCIAL—Daily.....BANGOR, "
TIMES—Daily.....BATH, "
TIMES—Daily.....BIDDEFORD, "
STANDARD—Daily.....BRIDGEPORT, Ct.
FREE PRESS—Daily.....BURLINGTON, Vt.
POST—Daily.....HARTFORD, Ct.
EAGLE—Daily.....LAWRENCE, Mass.
UNION—Daily.....MANCHESTER, N. H.
RECORDER—Daily.....MERIDEN, Ct.
MORNING CALL—Daily..... " "
CONSTITUTION—Daily.....MIDDLETOWN, "
STANDARD—Daily, 4 t. a w. NEW BEDFORD, Mass
HERALD—Daily.....NEWBURYPORT, "
NEWS—Daily.....NEWPORT, R. I.
REGISTER—Daily.....NEW HAVEN, Ct.
TELEGRAM—Daily.....NEW LONDON, "
PRESS—Daily.....PORTLAND, Me.
TIMES—Daily.....PORTSMOUTH, N. H.
CHRONICLE—Daily..... " "
PRESS—Daily.....PROVIDENCE, R. I.
HERALD—Daily.....RUTLAND, Vt.
GLOBE—Daily..... " "
UNION—Daily—E.O.D.....SPRINGFIELD, Mass.
MESSENGER—Daily.....ST. ALBANS, Vt.
AMERICAN—Daily.....WATERBURY, Ct.
GAZETTE—Daily—4 t. a w...WORCESTER, Mass.

NEW ENGLAND LIST.

MAINE.

JOURNAL	AUGUSTA
DEMOCRAT	BANGOR
SENTINEL	BATH
UNION AND JOURNAL	BIDDEFORD
DEMOCRAT	"
AGE	BELFAST
ADVERTISER	"
TIMES	CALAIS
GAZETTE	DEXTER
AMERICAN	ELLSWORTH
REPORTER	GARDINER
TIMES	HOULTON
ADVOCATE	NORTH ANSON
GAZETTE	ROCKLAND
INDEPENDENT	SACO
REPORTER	SKOWHEGAN

NEW HAMPSHIRE.

EAGLE	CLAREMONT
JOURNAL	"
HERALD	CONCORD
ENQUIRER	DOVER
REPORTER	EAST CANAAN
JOURNAL	GREAT FALLS
JOURNAL	HANOVER
MESSENGER	HILLSBORO BRIDGE
SENTINEL	KEENE
JOURNAL	"
TIMES	LAKE VILLAGE
DEMOCRAT	LACONIA
REPUBLIC	LITTLETON
DEMOCRAT	MANCHESTER

LIST.

.....AUGUSTA
.....BANGOR
.....BATH
.....BIDDEFORD
..... "
.....BELFAST
..... "
.....CALAIS
.....DEXTER
....ELLSWORTH
.....GARDINER
.....HOULTON
.NORTH ANSON
.....ROCKLAND
.....SACO
....SKOWHEGAN

RE.

....CLAREMONT
.... "
.....CONCORD
.....DOVER
.EAST CANAAN
..GREAT FALLS
.....HANOVER
LSBORO BRIDGE
.....KEENE
..... "
LAKE VILLAGE
.....LACONIA
.....LITTLETON
..MANCHESTER

NEW ENGLAND LIST.

GAZETTE.....NASHUA
ARGUS AND SPECTATOR.....NEWPORT
JOURNAL.....PORTSMOUTH
STATES AND UNION..... "
GAZETTE..... "

VERMONT.

JOURNAL.....BRADFORD
RECORD AND FARMER.....BRATTLEBORO
JOURNAL..... "
GAZETTE.....BENNINGTON
FREE PRESS.....BURLINGTON
DEMOCRAT..... "
GAZETTE.....LUDLOW
FREEMAN.....MONTPELIER
MESSENGER..... "
CITIZEN.....MORRISVILLE
SENTINEL.....RICHFORD
HERALD.....RUTLAND
GLOBE..... "
MESSENGER.....ST. ALBANS
JOURNAL.....SPRINGFIELD
JOURNAL.....SOUTH ROYALTON
JOURNAL.....ST. JOHNSBURY
VERMONTER.....VERGENNES
EAGLE.....WEST RANDOLPH
JOURNAL..... " "
CHRONICLE.....WINDSOR

CONNECTICUT.

STANDARD.....BRIDGEPORT
TRANSCRIPT.....DANIELSONVILLE
HERALD..... "
HERALD.....HARTFORD

NEW ENGLAND LIST.

SECRETARY.....HARTFORD
POST..... "
ENQUIRER.....LITCHFIELD
SENTINEL..... "
CONSTITUTION.....MIDDLETOWN
SENTINEL AND WITNESS..... "
REGISTER.....NEW HAVEN
LEVER..... "
GAZETTE.....NEW LONDON
PATRIOT.....PUTNAM
ADVOCATE.....STAMFORD
PRESS.....STAFFORD SPRINGS
REGISTER.....SOUTH COVENTRY
CHRONICLE.....SOUTHPORT
RECORDER.....WEST MERIDEN
CITIZEN..... "
AMERICAN.....WATERBURY

MASSACHUSETTS.

JOURNAL.....AMESBURY
PATRIOT.....BARNSTABLE
MONITOR.....CHATHAM
COURANT.....CLINTON
COMPENDIUM.....EAST DOUGLAS
MONITOR.....FALL RIVER
TIMES.....FOXBORO
COURIER.....GREAT BARRINGTON
INDEPENDENT.....HARWICH
BANNER.....HAVERHILL
JOURNAL.....HINGHAM
EAGLE.....LAWRENCE
SENTINEL..... "
GAZETTE.....MIDDLEBORO
NEWS.....MANSFIELD

LIST.

....HARTFORD
.... "
.... LITCHFIELD
.... "
..MIDDLETOWN
.. "
....NEW HAVEN
.... "
..NEW LONDON
.....PUTNAM
.....STAMFORD
FORD SPRINGS
UTH COVENTRY
.....SOUTHPORT
WEST MERIDEN
"
...WATERBURY

S.

.....AMESBURY
..BARNSTABLE
.....CHATHAM
.....CLINTON
EAST DOUGLAS
....FALL RIVER
.....FOXBORO
BARRINGTON
.....HARWICH
....HAVERHILL
.....HINGHAM
....LAWRENCE
.... "
..MIDDLEBORO
....MANSFIELD

NEW ENGLAND LIST.

STANDARD.....NEW BEDFORD
HERALD—Semi-Weekly.....NEWBURYPORT
VISITOR..... "
GAZETTE.....NORTHAMPTON
FREE PRESS..... "
GAZETTE.....NORTH BRIDGEWATER
PRESS..... " "
NEWS.....NORTH ADAMS
JOURNAL.....PALMER
EAGLE.....PITTSFIELD
SUN..... "
ADVOCATE.....PROVINCETOWN
GAZETTE.....ROXBURY
JOURNAL.....SOUTHBRIDGE
SUN.....SPENCER
UNION.....SPRINGFIELD
GAZETTE.....VINEYARD GROVE
NEWS.....WAREHAM
GAZETTE.....WORCESTER
SENTINEL.....WALTHAM
STANDARD.....WARE
CHRONOTYPE.....WESTBORO
REGISTER.....YARMOUTH

RHODE ISLAND.

PHŒNIX.....BRISTOL
VISITOR.....CENTRAL FALLS
JOURNAL.....NEWPORT
PRESS.....PROVIDENCE
ADVERTISER..... "
TIMES..... "
GAZETTE.....WARREN
NARRAGANSETT WEEKLY.....WESTERLY

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NEWS—Daily	BRIDGETON,	N. J.
FREE PRESS—Daily	EASTON,	Pa.
JOURNAL—Daily	ELIZABETH,	N. J.
DISPATCH—Daily	ERIE,	Pa.
TELEGRAPH—Daily	HARRISBURG,	"
PATRIOT—Daily	"	"
EXPRESS—Daily	LANCASTER,	"
INTELLIGENCER—Daily	"	"
REPUBLICAN—Daily	MEADVILLE,	"
JOURNAL—Daily	NEWARK,	N. J.
FREDONIAN—Daily	NEW BRUNSWICK,	"
TIMES—Daily	"	"
HERALD—Daily	NORRISTOWN,	Pa.
PRESS—Daily	PATERSON,	N. J.
TIMES—Daily	READING,	Pa.
DEMOCRAT—Daily	SCRANTON,	"
GAZETTE—Daily	TRENTON,	N. J.
SENTINEL—Daily	"	"
GAZETTE—Daily	WILLIAMSPORT,	Pa.
REGISTER—Daily	"	"
COMMERCIAL—Daily	WILMINGTON,	Del.

CO'S

ES LIST,

and Weekly

.ALLENTOWN, PA.
. " "
..BETHLEHEM, "
BRIDGETON, N. J.
.....EASTON, PA.
.ELIZABETH, N. J.
.....ERIE, PA.
HARRISBURG, "
" "
..LANCASTER, "
.. " "
...MEADVILLE, "
....NEWARK, N. J.
BRUNSWICK, "
" "
NORRISTOWN, PA.
. PATERSON, N. J.
.....READING, PA.
...SCRANTON, "
..TRENTON, N. J.
... " "
LLIAMSPORT, PA.
" "
ILMINGTON, DEL.

MIDDLE STATES LIST.

PENNSYLVANIA.

REGISTER.....ALLENTOWN
SUN.....ALTOONA
RADICAL..... "
CONSERVATIVE.....BEAVER
WATCHMAN.....BELLEFONTE
REPUBLICAN..... "
BROWN'S REPUBLICAN..... "
REPUBLICAN.....BROOKVILLE
SENTINEL.....BLOOMSBURG
CLIPPER.....BROWNSVILLE
ADVANCE.....CARBONDALE
VOLUNTEER.....CARLISLE
VALLEY SPIRIT.....CHAMBERSBURG
HERALD.....COLUMBIA
MONITOR.....CONNELLSVILLE
JOURNAL.....COUDERSPORT
REPUBLICAN.....CLARION
DEMOCRAT..... "
INTELLIGENCER.....DANVILLE
EXPRESS.....DOYLESTOWN
INDEPENDENT.....EAST BRADY
CORRESPONDENT AND DEMOKRAT....EASTON
FREE PRESS..... "
SENTINEL..... "
FREEMAN.....EBENSBURG
INDEPENDENT.....EMPORIUM
OBSERVER.....ERIE
DISPATCH..... "
COURIER.....FREEBURG
STAR AND SENTINEL.....GETTYSBURG
COMPILER.....GETTYSBURG
ECHO.....GREENCASTLE
ARGUS.....GREENSBURG

MIDDLE STATES LIST.

ITEM	GLEN ROCK
CITIZEN	HANOVER
SPECTATOR	"
HERALD	"
REGISTER	HOLLIDAYSBURG
CITIZEN	HONESDALE
TELEGRAPH	HARRISBURG
PATRIOT	"
WACHTER	"
MONITOR	HUNTINGDON
DEMOCRAT	JOHNSTOWN
REPUBLICAN	KITTANNING
INTELLIGENCER	LANCASTER
EXPRESS	"
FATHER ABRAHAM	"
REPORTER	LANSDALE
DEMOCRAT	LAPORTE
COURIER	LEBANON
DEMOCRAT	"
PENNSYLVANIAN	"
STANDARD	"
CHRONICLE	LEWISBURG
JOURNAL	"
DEMOCRAT	LEWISTOWN
GAZETTE	"
ECHO	MARTINSBURG
SENTINEL	MANHEIM
REGISTER	MARIETTA
BERICHTER	MILLHEIM
MILTONIAN	MILTON
REPUBLICAN	MEADVILLE
PRESS	MERCER
DISPATCH	"

ES LIST.

.....GLEN ROCK
.....HANOVER
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.HOLLIDAYSBURG
.....HONESDALE
.... HARRISBURG
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....HUNTINGDON
.....JOHNSTOWN
....KITTANNING
..... LANCASTER
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.....LANSDALE
.....LAPORTE
..... LEBANON
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..... LEWISBURG
..... "
.....LEWISTOWN
..... "
..MARTINSBURG
.....MANHEIM
.....MARIETTA
.....MILLHEIM
.....MILTON
....MEADVILLE
.....MERCER
..... "

MIDDLE STATES LIST.

TELEGRAPH.....MIFFLINBURG
POST.....MIDDLEBURG
VOLKSFREUND..... "
DEMOCRAT AND REGISTER.....MIFFLINTOWN
HERALD..... MT. JOY
STAR..... "
PRESS.....NEW BETHLEHEM
DEMOCRAT.....NEW BLOOMFIELD
ADVOCATE AND PRESS..... "
TIMES..... "
FREEMAN. ..... "
COURANT.. .....NEWCASTLE
GUARDIAN..... "
SUN..... .....NORTH EAST
NEWS..... .....NEWPORT
INDEPENDENT.....NORRISTOWN
POST..... "
FREUND..... "
HERALD AND FREE PRESS..... "
PRESS..... .....OXFORD
PHŒNIX.....PHŒNIXVILLE
JOURNAL.....PHILLIPSBURG
ZEITUNG.....PHILADELPHIA
NEUE WELT..... "
GAZETTE.....PITTSTON
BANNER.....READING
JOURNAL..... "
JOURNAL..... .....SCRANTON
DEMOCRAT..... "
JOURNAL.....SUSQUEHANNA
HERALD ... .SHAMOKIN
NEWS.....SHIPPENSBURG
SENTINEL.....SHIPPENSBURG
TRIBUNE.....SELINSGROVE
HERALD.....SOMERSET
CONSERVATIVE.....SOUTH BETHLEHEM

MIDDLE STATES LIST.

SUN	SPRING CITY
GUARD	SUNBURY
AMERICAN	"
COURIER	TITUSVILLE
STANDARD	UNIONTOWN
GENIUS OF LIBERTY	"
INDEPENDENT	WAYNESBURG
WACHTER	WILKESBARRE
UNION	"
GAZETTE	WILLIAMSPORT
SUN AND DEMOCRAT	"
BEOBACHTER	"
REGISTER	"
ADVANCE	WASHINGTON
RECORD	WATSONTOWN
STAR	WRIGHTSVILLE
PENNSYLVANIAN	YORK
GAZETTE	"
PRESS	"
LUTHERAN	"

NEW JERSEY.

JOURNAL	BELVIDERE
APOLLO	"
REGISTER	BORDENTOWN
CHRONICLE	BRIDGETON
PATRIOT	"
PIONEER	"
ENTERPRISE	BURLINGTON
OCEAN WAVE	CAPE MAY
PRESS	CAMDEN
REPUBLIC	"
IRON ERA	DOVER
JOURNAL	ELIZABETH
HERALD	"
REPUBLICAN	FLEMINGTON
DEMOCRAT	FREEHOLD
INQUIRER	"
GAZETTE	HIGHTSTOWN
NEWS	LONG BRANCH

ES LIST.

.....SPRING CITY
.....SUNBURY
..... "
.....TITUSVILLE
..... UNIONTOWN
..... "
...WAYNESBURG
...WILKESBARRE
.. "
..WILLIAMSPORT
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...WASHINGTON
...WATSONTOWN
.WRIGHTSVILLE
..... YORK
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.. .. BELVIDERE
..... "
..BORDENTOWN
..... BRIDGETON
..... "
..... "
...BURLINGTON
.....CAPE MAY
.....CAMDEN
..... "
.....DOVER
.....ELIZABETH
..... "
...FLEMINGTON
.....FREEHOLD
..... "
..HIGHTSTOWN
.LONG BRANCH

MIDDLE STATES LIST.

JERSEYMAN.....MORRISTOWN
JOURNAL.....MATAWAN
HERALD.....MILLVILLE
REPUBLICAN..... "
HERALD.....NEWTON
JOURNAL.....NEWARK
FREDONIAN.....NEW BRUNSWICK
TIMES..... "
PRESS.....PATERSON
DEMOCRAT.....PERTH AMBOY
DEMOCRAT.....PHILLIPSBURG
HERALD.....RUTHERFORD PARK
DEMOCRAT.....RAHWAY
SUNBEAM.....SALEM
STANDARD..... "
GAZETTE.....SOMERVILLE
MESSENGER..... "
UNIONIST..... "
COURIER.....TOM'S RIVER
GAZETTE.....TRENTON
JOURNAL..... "
SENTINEL..... "
WEEKLY.....VINELAND
CASKET.....WHITE HOUSE

MARYLAND.

GAZETTE.....ANNAPOLIS
ADVERTISER..... "
ODD FELLOW.....BOONSBORO
JOURNAL.....EASTON
WHIG.....ELKTON
TIMES.....ELLICOTT CITY
EXAMINER.....FREDERICK
MAIL.....HAGERSTOWN
FREE PRESS..... "
COMET AND ADVERTISER.....ST. MICHAELS

DELAWARE.

TRIBUNE.....WILMINGTON
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CO'S

TES LIST,

and Weekly

....ATLANTA, GA.
y..AUGUSTA, "
OWNSVILLE, TEX.
HARLOTTE, N. C.
TANOOGA, TENN.
..COLUMBUS, GA.
NOXVILLE, TENN.
LYNCHBURG, VA.
" "
.....MACON, GA.
.MEMPHIS, TENN.
...NORFOLK, VA.
...PADUCAH, KY.
ERSBURG, W. VA.
.RICHMOND, VA.
.....ROME, GA.
N ANTONIO, TEX.
LMINGTON, N. C.
.....WACO, TEX.

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VIRGINIA.

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REPUBLICAN..... "
TIMES.....DANVILLE
NEWS.....FAIRFAX
COMMONWEALTH.....FARMVILLE
LEDGER.....FREDERICKSBURG
SENTINEL.....LIBERTY
PRESS AND RECORD.....LYNCHBURG
PRESS—**Semi-Weekly**..... "
REPUBLICAN..... "
VIRGINIAN—**Tri-Weekly**..... "
SHENANDOAH VALLEY.....NEW MARKET
JOURNAL.....NORFOLK
JOURNAL—**Tri-Weekly**..... "
VIRGINIAN.....ORANGE
GAZETTE.....PEARISBURGH
WHIG.....RICHMOND
SUN.....SUFFOLK
DEMOCRAT.....WOODSTOCK
STAR.....WEST POINT

WEST VIRGINIA.

CONSERVATIVE.....CLARKSBURG
SPIRIT OF JEFFERSON.....CHARLESTOWN
INDEPENDENT.....HUNTINGTON
HERALD.....KINGWOOD
COURIER AND ADVERTISER.....MOOREFIELD
DEMOCRAT.....MOUNDSVILLE

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TIMES.....PARKERSBURG
REGISTER.....SHEPHERDSTOWN
REGISTER.....UNION
NEWS.....WELLSBURG
HERALD..... "

KENTUCKY.

CHRONICLE.....AUGUSTA
JOURNAL.....ASHLAND
DEMOCRAT..... .....CADIZ
HERALD.....CATLETTSBURG
SPECTATOR.....COLUMBIA
YEOMAN .....FRANKFORT
YEOMAN—Tri-Weekly..... "
TIMES.....GLASGOW
INDEPENDENT.....GREENUP
CONSERVATIVE.....HOPKINSVILLE
NEW ERA..... "
NEWS.....HENDERSON
TIMES..... .....MADISONVILLE
EAGLE.....MAYSVILLE
EAGLE—Tri-Weekly ..... "
REPUBLICAN ..... "
KENTUCKIAN.....PADUCAH
CITIZEN..... PARIS
KENTUCKIAN..... ..... "
BANNER.....PRINCETON
JOURNAL.....TAYLORSVILLE
KENTUCKIAN .....VANCEBURG

TES LIST.

.....NEW CREEK
...PARKERSBURG
SHEPHERDSTOWN
.....UNION
.....WELLSBURG
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.....AUGUSTA
.....ASHLAND
....CADIZ
..CATLETTSBURG
.....COLUMBIA
.....FRANKFORT
..... "
.....GLASGOW
.....GREENUP
..HOPKINSVILLE
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.....HENDERSON
..MADISONVILLE
.....MAYSVILLE
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.....PADUCAH
..... PARIS
.... "
.....PRINCETON
..TAYLORSVILLE
.....VANCEBURG

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TENNESSEE.

COURIER.....BRISTOL
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TIMES .....CHATTANOOGA
PLAINDEALER .....JACKSON
PRESS AND MESSENGER.....KNOXVILLE
REGISTER.....MEMPHIS
REGISTER—Tri-Weekly..... "
GAZETTE.....MORRISTOWN
ENTERPRISE.....SWEET WATER
GAZETTE.....TRENTON

NORTH CAROLINA.

CITIZEN.....ASHEVILLE
BULLETIN—Tri-Weekly.....CHARLOTTE
COURIER..... "
MESSENGER.....GOLDSBORO
NORTH STATE .....GREENSBORO
GAZETTE.....KINSTON
ENTERPRISE.....MADISON
MONITOR..... .....MAGNOLIA
REPUBLIC.....NEW BERNE
TIMES..... "
VINDICATOR..... .....NEWTON
ERA.....RALEIGH
SPIRIT OF THE AGE..... "
RECORD.....REIDSVILLE
WATCHMAN.....SALISBURY
AMERICAN.....STATESVILLE
SOUTHERNER.....TARBORO
JOURNAL..... .....WILMINGTON
PLAINDEALER .....WILSON

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SENTINEL.....WINSTON
REPUBLICAN..... "

SOUTH CAROLINA.

JOURNAL.....CAMDEN
ADVOCATE..... "
ENTERPRISE.....GREENEVILLE
HERALD.....WINNSBORO
NEWS—**Tri-Weekly**..... "

GEORGIA.

GEORGIAN.....ATHENS
CONSTITUTION.....ATLANTA
CHRONICLE AND SENTINEL.....AUGUSTA
CHRONICLE & SENTINEL-**Tri-Weekly** "
PATRIOT.....BARNESVILLE
GAZETTE..... "
GEORGIAN.....BLACKSHEAR
SUN.....COLUMBUS
EXAMINER.....CONYERS
APPEAL.....CUTHBERT
MESSENGER.....EATONTON
GAZETTE.....ELBERTON
NEWS.....FRANKLIN
CULTIVATOR.....GRIFFIN
WATCHMAN..... "
VISITOR.....HAMILTON
COMMERCIAL.....ROME
PEOPLE'S FRIEND..... "
BULLETIN..... "
GEORGIAN.....SANDERSVILLE
STANDARD.....TALBOTTON
HERALD.....THOMASTON

.....WINSTON
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INA.

.....CAMDEN
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...GREENEVILLE
.....WINNSBORO
..... "

.....ATHENS
.....ATLANTA
.....AUGUSTA
Weekly "
... BARNESVILLE
... "
...BLACKSHEAR
.....COLUMBUS
.....CONYERS
.....CUTHBERT
.....EATONTON
..... ELBERTON
.....FRANKLIN
..... GRIFFIN
..... "
.....HAMILTON
.....ROME
..... "
..... "
..SANDERSVILLE
.....TALBOTTON
.....THOMASTON

SOUTHERN STATES LIST.

JOURNAL.....THOMSON
GAZETTE.....WASHINGTON
NEWS.....WEST POINT

FLORIDA.

HERALD.....PALATKA
JOURNAL.....QUINCY
SENTINEL.....TALLAHASSEE

ALABAMA.

ADVERTISER.....CENTRE
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HEADLIGHT.....DADEVILLE
NEWS..... "
TIMES.....EUFAULA
TIMES-JOURNAL.....FLORENCE
ALABAMIAN.....GREENVILLE
OBSERVER.....OPELIKA
CITIZEN.....PRATTSVILLE
HERALD..... SCOTTSBORO
REPORTER.....TALLADEGA
TIMES.....TUSCALOOSA

MISSISSIPPI.

RECORDER.....BOONEVILLE
HERALD.....BEAUREGARD
CITIZEN .....BROOKHAVEN
INDEX.....COLUMBUS
INDEX—Tri-Weekly..... "
CHRONICLE.....FAYETTE
REPORTER.....HOLLY SPRINGS
ADVERTISER.....LEXINGTON

SOUTHERN STATES LIST.

GAZETTE.....MAGNOLIA
TIMES.....SHUBUTA

LOUISIANA.

ERA.....BATON ROUGE
PATRIOT.....HOUMA
SENTINEL.....THIBODAUX

ARKANSAS.

RECORD.....BELLEFONTE
REPUBLICAN.....BATESVILLE
BENTONIAN.....BENTONVILLE
NEW ERA.....FORT SMITH
HERALD..... " "
INDEPEN' ..... " "
HIGHLA' .....HARRISON
CLARION.....HELENA
TIMES.....OSCEOLA

TEXAS.

JOURNAL.....ANDERSON
RANCHERO.....BROWNSVILLE
EPITOMIST.....FORT WORTH
MESSENGER.....HEMPSTEAD
TIMES.....HENDERSON
NEWS-BOY.....JASPER
ADVOCATE.....JEFFERSON
EXPRESS.....SAN ANTONIO
ADVANCE.....WACO

TES LIST.

.....MAGNOLIA
.....SHUBUTA

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...BATON ROUGE
.....HOUMA
.....THIBODAUX

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.....BELLEFONTE
.....BATESVILLE
....BENTONVILLE
.....FORT SMITH
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.....HARRISON
.....HELENA
.....OSCEOLA

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.....ANDERSON
....BROWNSVILLE
....FORT WORTH
.....HEMPSTEAD
.....HENDERSON
.....JASPER
.....JEFFERSON
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SUN.....BATAVIA
GAZETTE.....BELLEVUE
PRESS.....BRYAN
DEMOCRAT..... "
JOURNAL.....BUCYRUS
SENTINEL.....BOWLING GREEN
SUNDAY STATESMAN.....COLUMBUS
WEEKLY STATESMAN..... "
DEMOCRAT.....CANTON
JOURNAL.....CELINA
AGE.....COSHOCTON
TIMES.....CHARDON
REGISTER.....COLUMBIANA
ADVERTISER.....CHILLICOTHE
GAZETTE..... "
POST..... "
HERALD.....CIRCLEVILLE
HERALD AND UNION..... "
PROHIBITION ERA.....CLEVELAND

GREAT WESTERN LIST.

GAZETTE	COLUMBUS
GAZETTE	COVINGTON
DEMOCRAT	DEFIANCE
EXPRESS	"
HERALD	DELAWARE
HERALD	DELPHOS
DEMOCRAT	EAST LIVERPOOL
CONSTITUTION	ELYRIA
REGISTER	FARMERSVILLE
CHIEF	GREENFIELD
NEWS	GEORGETOWN
TIMES	GENEVA
DEMOCRAT	GREENEVILLE
JOURNAL	"
TIMES	GERMANTOWN
NEWS	HILLSBOROUGH
GAZETTE	"
REGISTER	IRONTON
REPUBLICAN	KENTON
CITIZEN	LA RUE
PATRIOT	LEBANON
REPORTER	LEETONIA
DEMOCRAT	LONDON
TIMES	LONDON
GAZETTE	MANCHESTER
HERALD	MANSFIELD
ENQUIRER	McARTHUR
WITNESS	"
INDEPENDENT	MARION
REVIEW	MECHANICSBURG
SENTINEL	MT. GILEAD
INDEPENDENT	MASSILLON
REPUBLICAN	MT. VERNON
BULLETIN	MIAMISBURG

RN LIST.

.....COLUMBUS
.....COVINGTON
.....DEFIANCE
..... "
.....DELAWARE
.....DELPHOS
.EAST LIVERPOOL
.....ELYRIA
...FARMERSVILLE
.....GREENFIELD
....GEORGETOWN
.....GENEVA
.... GREENEVILLE
... "
...GERMANTOWN
..HILLSBOROUGH
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.....IRONTON
.....KENTON
.....LA RUE
.....LEBANON
.....LEETONIA
.....LONDON
.....LONDON
....MANCHESTER
.....MANSFIELD
.....McARTHUR
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.....MARION
IECHANICSBURG
.....MT. GILEAD
.....MASSILLON
....MT. VERNON
....MIAMISBURG

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REPUBLICAN .....MILLERSBURG
BUCKEYE STATE.....NEW LISBON
INDEPENDENT.....NILES
RECORD.....NEW LONDON
CRESCENT.....ORRVILLE
NEWS.....OBERLIN
NEW ERA..... "
CITIZEN.....OXFORD
JOURNAL.....PAINESVILLE
ADVERTISER..... "
PRESS.....PLAIN CITY
REPUBLICAN .....PORTSMOUTH
TRIBUNE..... "
GAZETTE.....RICHWOOD
BEE.....RIPLEY
REPUBLICAN.....SALEM
ERA..... "
INDEX.....SALINEVILLE
REPUBLIC .....SPRINGFIELD
TRANSCRIPT.....SPRINGFIELD
ADVERTISER..... "
JOURNAL .....SIDNEY
PRESS.....SOMERSET
CHRONICLE.....ST. CLAIRSVILLE
GAZETTE..... " "
BULLETIN.....VAN WERT
DEMOCRAT.....WAPAKONETA
ENTERPRISE.....WELLINGTON
FARMER.....WEST SALEM
CHRONICLE.....WARREN
REPUBLICAN .....WOOSTER
DEMOCRAT..... "
REGISTER .....YOUNGSTOWN

MINER AND MANUFACTURER...YOUNGSTOWN
TIMES.....ZANESVILLE

ILLINOIS.

BANNER.....ALEDO
TELEGRAPH.....ALTON
TELEGRAPH—Daily..... "
PRESBYTERIAN..... "
BANNER..... "
HERALD.....AURORA
RECORD.....BUSHNELL
GAZETTE.....BUNKER HILL
REGISTER.....CANTON
LEDGER..... "
OBSERVER.....CARBONDALE
CHRONICLE.....CAMBRIDGE
ENQUIRER.....CARLINVILLE
GAZETTE.....CARROLLTON
UNION.....CHAMPAIGN
GAZETTE.....CHAMPAIGN
TIMES..... "
COMMERCIAL.....DANVILLE
MAGNET.....DECATUR
STAR.....DWIGHT
GAZETTE.....EAST ST. LOUIS
CHRONICLE.....ELMWOOD
JOURNAL.....EL PASO
JOURNAL.....FREEPORT
BULLETIN..... "
JOURNAL.....FULTON
REFLECTOR.....GRIGGSVILLE
REPUBLIC.....GENESEO
PRESS.....HOMER
JOURNAL.....JACKSONVILLE

RN LIST.

R...YOUNGSTOWN
.....ZANESVILLE

.....ALEDO
.....ALTON
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.....AURORA
.....BUSHNELL
...BUNKER HILL
.....CANTON
..... "
....CARBONDALE
.....CAMBRIDGE
....CARLINVILLE
....CARROLLTON
.....CHAMPAIGN
.....CHAMPAIGN
..... "
.....DANVILLE
.....DECATUR
.....DWIGHT
..EAST ST. LOUIS
.....ELMWOOD
.....EL PASO
.....FREEPORT
..... "
.....FULTON
....GRIGGSVILLE
.....GENESEO
.....HOMER
. JACKSONVILLE

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SENTINEL.....JACKSONVILLE
CENTRAL.....JEFFERSONVILLE
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STATESMAN..... "
STATESMAN.....LINCOLN
JOURNAL.....LOSTANT
DEMOCRAT.....MT. STERLING
STAR.....MT. PULASKI
EAGLE.....MACOMB
JOURNAL.....MINONK
REVIEW.....MOLINE
REVIEW.....MONMOUTH
DEMOCRAT.....MT. CARMEL
PATRIOT.....MOUND CITY
HERALD AND ADVERTISER.....MORRIS
DEMOCRAT.....NASHVILLE
JOURNAL.....NEW RUTLAND
GAZETTE.....PARIS
REGISTER.....PEKIN
REPUBLICAN..... "
DEMOCRAT.....PEORIA
GAZETTE.....ROCKFORD
CHRONICLE.....SPARLAND
STANDARD.....STERLING
JOURNAL.....THOMSON
JOURNAL.....VARNA
INDEPENDENT.....WINCHESTER
REVIELLE.....WASHBURN
TIMES.....WATSEKA
ADVOCATE.....WATERLOO
SENTINEL.....WARREN

GREAT WESTERN LIST.

INDIANA.

INDEPENDENT	AURORA
ENQUIRER	BOONVILLE
ARCHIVES	BOWLING GREEN
AMERICAN	BROOKVILLE
REPORTER	CANNELTON
REPUBLICAN	COLUMBUS
EXAMINER	CONNERSVILLE
TIMES	"
CHRONICLE	CENTREVILLE
NEW REPUBLIC	COVINGTON
TIMES	DELPHI
WATCHMAN	EDINBURG
OBSERVER	ELKHART
COURIER	EVANSVILLE
SENTINEL	FORT WAYNE
BANNER	FRANKFORT
CRESCENT	"
TIMES	GOSHEN
DEMOCRAT	"
MONITOR	GRANDVIEW
STANDARD	GREENSBURG
PRESS	GREENCASTLE
DEMOCRAT	GREENFIELD
NEWS	HARTFORD CITY
HERALD	HUNTINGTON
DEMOCRAT	"
NEWS	INDIANAPOLIS
HERALD	JONESBORO
STANDARD	KENDALLVILLE
DEMOCRAT	KOKOMO
TRIBUNE	"

RN LIST.

.....AURORA
.....BOONVILLE
BOWLING GREEN
.....BROOKVILLE
.....CANNELTON
.....COLUMBUS
...CONNERSVILLE
... "
....CENTREVILLE
.....COVINGTON
.....DELPHI
.....EDINBURG
.....ELKHART
.....EVANSVILLE
....FORT WAYNE
.....FRANKFORT
..... "
.....GOSHEN
..... "
.....GRANDVIEW
....GREENSBURG
...GREENCASTLE
.....GREENFIELD
HARTFORD CITY
....HUNTINGTON
..... "
...INDIANAPOLIS
.....JONESBORO
..KENDALLVILLE
.....KOKOMO
..... "

GREAT WESTERN LIST.

INDEPENDENT.....LAGRANGE
PIONEER.....LEBANON
REGISTER.....LAWRENCEBURG
GAZETTE.....MARTINSVILLE
CHRONICLE.....MARION
NEWS.....MUNCIE
DEMOCRAT.....MT. VERNON
CONSTITUTIONALIST.....MONTICELLO
COURIER.....NEWCASTLE
TIMES..... "
TRIBUNE.....OXFORD
EAGLE.....PAOLI
PRESS.....PETERSBURG
DEMOCRAT..... "
DEMOCRAT.....PORTLAND
COMMERCIAL..... "
REPUBLICAN.....PERU
SENTINEL..... "
PALLADIUM.....RICHMOND
TIMES.....RICHMOND
REPUBLICAN.....ROCKVILLE
PATRIOT..... "
REPORTER.....SPICELAND
REGISTER.....SOUTH BEND
JOURNAL.....TERRE HAUTE
TIMES.....TIPTON
TIMES.....UNION CITY
MESSENGER.....VALPARAISO
SUN.....VINCENNES
SUN—Semi-Weekly..... "
GAZETTE.....WASHINGTON
DEMOCRAT..... "
ENTERPRISE..... "

GREAT WESTERN LIST.

KANSAS.

MESSENGER.....BOSTON
CHRONICLE.....BURLINGAME
EMPIRE.....CONCORDIA
JOURNAL.....COLUMBUS
DISPATCH.....CLAY CENTER
PIONEER.....FORT SCOTT
DISPATCH.....HIAWATHA
JOURNAL.....LA CYGNE
FREE PRESS.....NEODESHA
JOURNAL.....LAWRENCE
JOURNAL—Tri-Weekly..... "
TIMES.....NORTH TOPEKA
MIRROR.....OLATHE
OBSERVER.....PLEASONTON
SPIRIT.....PAOLA
SUN.....PARSONS
HERALD.....SALINA
HEADLIGHT.....THAYER
REPUBLICAN.....TROY
GAZETTE.....WYANDOTTE
REGISTER.....LINCOLN, NEBRASKA

MICHIGAN.

JOURNAL.....ALLEGAN
ARGUS.....ALPINA
TRIBUNE.....BAY CITY
MAGNET.....BIG RAPIDS
PIONEER..... "
ADVERTISER.....CARO
SENTINEL.....CHARLEVOIX
STAR.....CHASE
REPUBLICAN.....COLDWATER
MERCURY.....CONSTANTINE

RN LIST.

.....BOSTON
....BURLINGAME
.....CONCORDIA
.....COLUMBUS
....CLAY CENTER
.....FORT SCOTT
.....HIAWATHA
.....LA CYGNE
.....NEODESHA
.....LAWRENCE
..... "
.NORTH TOPEKA
.....OLATHE
....PLEASONTON
.....PAOLA
.....PARSONS
.....SALINA
.....THAYER
.....TROY
....WYANDOTTE
NCOLN, NEBRASKA

.....ALLEGAN
.....ALPINA
.....BAY CITY
.....BIG RAPIDS
..... "
.....CARO
....CHARLEVOIX
.....CHASE
....COLDWATER
...CONSTANTINE

GREAT WESTERN LIST.

REVIEW.....EVART
CITIZEN.....FLINT
INDEPENDENT.....FENTON
EXPRESS.....FRANKFORT
TIMES.....GRAND RAPIDS
DEMOCRAT.....HILLSDALE
STANDARD..... "
JOURNAL.....HASTINGS
BANNER..... "
OUTLINE.....HERSEY
DEMOCRAT.....HOWELL
REPUBLICAN..... "
RECORD.....LUDINGTON
APPEAL..... "
ENTERPRISE.....MOUNT PLEASANT
GAZETTE AND BULLETIN.....MUSKEGON
STATESMAN.....MARSHALL
TIMES.....MANISTEE
STANDARD..... "
MONITOR.....MONROE
COMMERCIAL..... "
REPUBLICAN.....NILES
PRESS.....OWOSSO
COURIER.....PAW PAW
TIMES.....PENTWATER
OBSERVER.....ROMEO
PIONEER.....SHERMAN
JOURNAL.....STURGIS
REPORTER.....THREE RIVERS
HERALD.....TRAVERSE CITY
PIONEER.....VASSAR
FORUM.....WHITEHALL
COMMERCIAL.....YPSILANTI
SENTINEL..... "

GREAT WESTERN LIST.

MISSOURI.

GAZETTE	BROOKFIELD
RECORD	BUTLER
PRESS	CANTON
MISSOURIAN	CAPE GIRARDEAU
PATRIOT	CARTHAGE
CONSTITUTION	CHILLICOTHE
ADVERTISER	FAYETTE
PIONEER	FORSYTH
PRESS	FULTON
SENTINEL	KINGSTON
PRESS	LOUISIANA
REPUBLICAN	LA CLEDE
EXCELSIOR	LANCASTER
BULLETIN	LINNEUS
LEADER	LEBANON
INTELLIGENCER	LEXINGTON
DEMOCRAT	LAMAR
HERALD	LUTESVILLE
APPEAL	MONROE CITY
DEMOCRAT	MARYVILLE
REPUBLICAN	"
CONSERVATIVE	MEMPHIS
REPUBLICAN	MACON
HEADLIGHT	MOBERLY
FOUNTAIN	MT. VERNON
DEMOCRAT	NEVADA
SPECTATOR	PALMYRA
HERALD	PIERCE CITY
DEMOCRAT	" "
LANDMARK	PLATTE CITY
REVIEW	PLEASANT HILL
CONSERVATOR	RICHMOND

RN LIST.

.....BROOKFIELD
....BUTLER
.....CANTON
APE GIRARDEAU
..... CARTHAGE
....CHILLICOTHE
.....FAYETTE
.....FORSYTH
.....FULTON
.....KINGSTON
.....LOUISIANA
.....LA CLEDE
.....LANCASTER
.....LINNEUS
.....LEBANON
.....LEXINGTON
.....LAMAR
.....LUTESVILLE
..MONROE CITY
..... MARYVILLE
... "
.....MEMPHIS
.....MACON
.....MOBERLY
....MT. VERNON
.....NEVADA
.....PALMYRA
....PIERCE CITY
..... " "
.. PLATTE CITY
PLEASANT HILL
.....RICHMOND

GREAT WESTERN LIST.

EXPRESS.....ROCKPORT
TRIBUNE..... STOCKTON
COSMOS.....ST. CHARLES
TIMES..... .....SEDALIA
VIDETTE.....TUSCUMBIA
TIMES.....TRENTON
BANNER.....WARRENTON
OBSERVER.....WASHINGTON

MINNESOTA.

TRIBUNE.....DULUTH
DEMOCRAT.....FARIBAULT
UNION.....HASTINGS
MINNESOTIAN..... ..MINNEAPOLIS
RECORD.....MANKATO
STAR.....RUSHFORD
PROGRESS.....SPRING VALLEY
TRIBUNE.....ST. PETER

WISCONSIN.

CRESCENT..... ..... APPLETON
POST ..... "
FREE PRESS.....BELOIT
REPUBLICAN.....DARLINGTON
JOURNAL.....FOND DU LAC
GAZETTE.....GREEN BAY
DEMOCRAT.....HUDSON
TRIBUNE..... MANITOWOC
PILOT..... "
VINDICATOR.....MILWAUKEE
NEWS.....MENOMINEE
SENTINEL..... MONROE
ADVOCATE.....RACINE

GREAT WESTERN LIST.

ARGUS.....RACINE
FREE PRESS.....RIPON
HERALD.....SHEBOYGAN
CENSOR.....VIROQUA
DEMOCRAT.....WEST BEND

IOWA.

NEWS.....AFTON
UNION.....ALBIA
GAZETTE.....ADEL
EUREKA.....ANAMOSA
REPUBLICAN.....BLOOMFIELD
ADVOCATE.....BOONSBORO
STANDARD.....BOONE
DEMOCRAT..... "
CITIZEN.....CENTREVILLE
DEMOCRAT..... "
PATRIOT.....CHARITON
INTELLIGENCER.....CHARLES CITY
HERALD.....CLINTON
AGE..... "
SAFEGUARD.....COLUMBUS CITY
PLAINDEALER.....CRESCO
RECORDER.....CEDAR FALLS
HERALD.....DEXTER
PLAINDEALER.....FORT MADISON
LEDGER.....FAIRFIELD
OPINION.....GLENWOOD
JOURNAL..... "
TIMES.....HAMBURG
JOURNAL.....INDIANOLA
SENTINEL.....IOWA FALLS
MIRROR.....LYONS

RN LIST.

.....RACINE
.....RIPON
.....SHEBOYGAN
.....VIROQUA
.....WEST BEND

.....AFTON
.....ALBIA
.....ADEL
.....ANAMOSA
.....BLOOMFIELD
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.....CHARITON
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.....CLINTON
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.COLUMBUS CITY
.....CRESCO
....CEDAR FALLS
.....DEXTER
..FORT MADISON
.....FAIRFIELD
.....GLENWOOD
..... "
.....HAMBURG
.....INDIANOLA
.....IOWA FALLS
.... LYONS

GREAT WESTERN LIST.

ADVERTISER.....LYONS
PRESS.....MECHANICSVILLE
EXCELSIOR.....MAQUOKETA
REPUBLICAN.....MASON CITY
NEWS.....McGREGOR
REPUBLICAN.....MONTEZUMA
MESSENGER.....MORAVIA
EXPRESS.....MONTICELLO
REPRESENTATIVE.....NEVADA
SENTINEL.....OSCEOLA
DEMOCRAT.....OTTUMWA
ECLIPSE.....PARKERSBURG
UNION.....SIDNEY
POST.....TIPTON
REVIEW.....VILLISCA
GAZETTE.....WASHINGTON
PRESS..... "
JOURNAL.....WYOMING
UNION.....WEST UNION
GAZETTE..... " "
MADISONIAN. .....WINTERSET
INDEX.....WEBSTER CITY
FREEMAN..... "
COURIER.....WATERLOO

RATES FOR SINGLE STATES.

An Advertisement occupying One Inch space will be inserted One Month in any one of the following States at the rates named. Rates for longer or shorter Advertisements made known on application.

Rates for New York will be found on page 27, it being a complete List by itself.

Please notice that the Dailies are placed at the head of each List.

Maine, 5 dailies and 16 weeklies	$22.00
New Hampshire, 3 dailies and 10 weeklies	22.00
Vermont, 4 dailies and 21 weeklies	25.00
Massachusetts, 5 dailies and 38 weeklies	50.00
Connecticut, 8 dailies and 21 weeklies	25.00
Rhode Island, 2 dailies and 8 weeklies	10.00
New Jersey, 8 dailies and 42 weeklies	50.00
Pennsylvania, 15 dailies and 122 weeklies	115.00
Maryland, 10 weeklies	8.00
Delaware, 1 daily and 2 weeklies	4.00

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.....115.00
..... 8.00
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Virginia, 4 dailies and 20 weeklies	21.00
West Virginia, 1 daily and 12 weeklies	14.00
Kentucky, 1 daily and 22 weeklies	20.00
Tennessee, 3 dailies and 10 weeklies	12.00
North Carolina, 2 dailies and 21 weeklies	20.00
South Carolina, 5 weeklies	5.00
Georgia, 5 dailies and 25 weeklies	28.00
Florida, 3 weeklies	2.50
Alabama, 13 weeklies	10.00
Mississippi, 10 weeklies	10.00
Louisiana, 3 weeklies	2.50
Arkansas, 9 weeklies	7.00
Texas, 3 dailies and 8 weeklies	12.00
Ohio, 94 weeklies	70.00
Illinois, 63 weeklies	50.00
Indiana, 64 weeklies	50.00
Kansas, 21 weeklies	16.00
Michigan, 44 weeklies	35.00
Missouri, 40 weeklies	30.00
Minnesota, 8 weeklies	8.00
Wisconsin, 18 weeklies	15.00
Iowa, 49 weeklies	37.00

LOW FIGURES.

We will make surprisingly Low Figures for Papers SELECTED from these Lists, where parties do not wish to use an entire List.

If any Papers now on our Lists, should adopt the Inside or Outside Plan, they will be replaced by Straight Papers.

ADVERTISING.

Trying to do business without advertising is like winking through a pair of green goggles. You may know that you are doing it, but nobody else does.

ADVERTISING.

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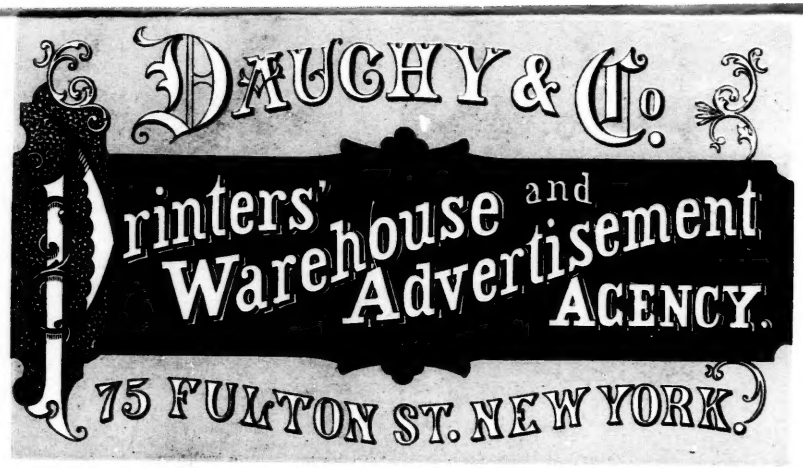
DAUCHY & Co.
Printers' Warehouse and Advertisement AGENCY.
75 FULTON ST. NEW YORK.